

LEICESTERSHIRE COUNTY COUNCIL  
SCRUTINY COMMISSION

**PLACE MARKETING UPDATE**

2 SEPTEMBER 2020

MARK OAKLEY  
DIRECTOR OF INWARD INVESTMENT AND PLACE MARKETING

# PLACE MARKETING - DELIVERY TEAM

MARK OAKLEY – DIRECTOR OF INWARD INVESTMENT AND PLACE MARKETING

## INWARD INVESTMENT

**PANKAJ MISTRY**  
INWARD INVESTMENT  
MANAGER

**OLIVER WHITTAKER**  
ECONOMIC GROWTH  
MANAGER (INWARD  
INVESTMENT)  
(SECONDMENT)

**SALMA MANZOOR**  
KEY ACCOUNT MANAGER  
(FDI)

**IBRAHIM ELIAS**  
PROJECT OFFICER  
(INWARD INVESTMENT)

## PLACE MARKETING

**SUSAN LITTLEMORE**  
PLACE MARKETING  
MANAGER

**KAMALJIT DHINSA**  
COMMUNICATIONS &  
MARKETING OFFICER

**JON CHAMBERS**  
COMMUNICATIONS &  
MARKETING ASSISTANT

## STRATEGIC TOURISM

**SALLY COLEMAN**  
ECONOMIC GROWTH  
MANAGER (TOURISM)  
(SECONDMENT)

SAMANTHA HALL  
BUSINESS TOURISM  
MANAGER

VACANT  
BUSINESS TOURISM  
ASSISTANT

## KEY ACHIEVEMENTS 2019/20

### Tourism

- The Tourism Advisory Board led development of the new Tourism Growth Plan to provide a framework for sector growth across Leicester and Leicestershire and was successfully launched in October 2019 by England Director of Visit England/Visit Britain at one of the best attended Leicester Business Festival events.
- Tourism performance exceeded previous years with over 35.3 million people (up 1.3%) visiting Leicester and Leicestershire last year and tourism was worth more than £1.9bn to the local economy, up 4.4%.
- “Uncover The Story” was developed as a unique partnership campaign brand for raising our tourism profile. Fifteen key attractions were engaged as part of the Phase I roll out planned for mid-2020.
- A new Business Tourism service delivery model was developed to capitalise on this important sector for start Autumn 2020.
- Developed Place Marketing websites to attract over ½ million new users in 2019/20.
- Introduced new tourism e-newsletter sent to over 1,700 people who have requested receipt

## Investment

- Worked with over 200 new business enquiries during 2019/20, as well as existing clients, to attract their investment, delivering over 500 new jobs and over 250 jobs safeguarded.
- Developed new Inward Investment messages working alongside Hatch Regeneris and Adam Breeze and produced new collateral to attract investment in key sectors.
- Established an InvestinLeicester LinkedIn page, developing over 1,000+ targeted connections and achieving more than 35,000 views of positive business investment posts about Leicester and Leicestershire.
- Worked with Department for International Trade to develop a High Potential Opportunity (HPO) to promote Space-related industries globally, with initial investments secured and also submitted a bid for a new Healthcare Rehabilitation HPO aligned to the emerging Local Industrial Strategy.
- Produced a new high-quality Strategic Sites map to support investment and as a tool for our Business Ambassadors.
- Secured 2019/20 funding to start a Key Account Management Programme to grow our existing foreign-owned business base.

## PERFORMANCE INDICATORS 2019/20

PERFORMANCE MEASUREMENT	CITY CUMULATIVE	COUNTY CUMULATIVE	TOTAL	19/20 Target
<b>INWARD INVESTMENT</b>				
No: of enquiries (City & County)	City & County		202	250
No: of new jobs created	293	255	548	500
No: of jobs safeguarded	5	273	278	200
<b>STRATEGIC TOURISM</b>				
No: of businesses that are engaged in Uncover The Story	6	9	15	10
Value of Tourism and Hospitality (2019)	682m	1.28bn	1.96bn	Contextual
Visitors to City and County (2019)	11.71m	23.66m	35.3m	Contextual
<b>PLACE MARKETING</b>				
InvestinLeicester.info (City & County) New Users	City & County		1,901	2,000
VisitLeicester.info (City & County) New Users	City & County		541,537	450,000
InvestinLeicester Linked In Connections (City & County)	City & County		1,043	400

# STRATEGIC TOURISM 2020

- **Covid 19 severely impacted tourism and hospitality sector**
- **Domestic tourism spend forecast at around 50% of 2019 levels, and inbound worse and changing**
- **Tourism Recovery Framework developed to form part of the Tourism Growth Plan:-**
- **Championed by the Tourism Advisory Board**
  - Sector engagement, knowledge sharing and webinars promoting support available, with over 150 business people benefitting from the webinar advice.**
  - Supporting the development and administration of local and national grant programmes aimed at sector recovery.**
  - Encouraging local businesses to sign up to “We’re Good to Go” industry safety standard to give consumer confidence, with 212 business across Leicester and Leicestershire achieving the Quality Mark.**
  - Embracing the Visit England “Know Before You Go” campaign within marketing activity.**
  - Raising awareness of tourism and hospitality sector re-openings to encourage tourism.**
  - Delivering key projects to stimulate consumer demand in both the leisure and business tourism segments**

# STIMULATING CONSUMER DEMAND



- **We're Good to Go!** feature on Visit Leicester website to promote businesses that have reopened.
- Feature linked to Visit Britain campaign site 'Know Before You Go' for national exposure.
- Consumers informed through e-newsletter.
- Sensitivity during Leicester local lockdown.



# UNCOVER THE STORY



- Domestic leisure tourism will return first and Uncover the Story is well placed to capitalise on this.
- Following the initial workshop with 15 Phase I businesses, work on story development was interrupted by Covid-19
- All businesses now contacted to re-engage them and over half have produced stories in final or draft form. Remaining half have marketing staff on furlough or more pressing priorities
- Plan is to have at least 15 key stories ready for launch
- Campaign launch will follow the Visit Britain campaign **We're Good to Go** which will focus on getting the sector open safely.



**FOXTON LOCKS**

# **THE ENGINEERING MASTERPIECE THAT UNLOCKS THE IMAGINATION**

**UNCOVER  
THE  
STORY**



**Leicester**  
visitleicester.info

GREAT CENTRAL RAILWAY

# A DAY RETURN TO THE BIRTHPLACE OF POPULAR TOURISM



UNCOVER  
THE STORY

Leicester  
visitleicester.info

THE NATIONAL FOREST

ENGLAND'S FIRST

FOREST FOR

1,000 YEARS

**UNCOVER  
THE  
STORY**

Leicester  
visitleicester.info

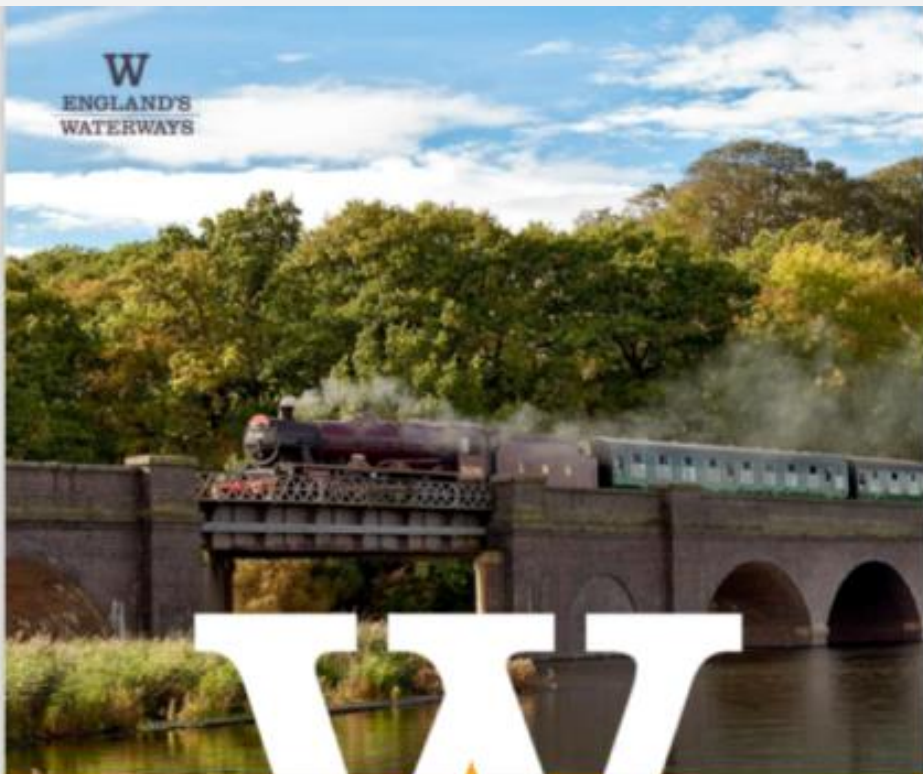
TITHE BARN

COSBY – WHERE GREAT FOOD IS  
SERVED UNDER THATCH WITH A  
SIDE ORDER OF ENGLISH HISTORY



**UNCOVER  
THE  
STORY**

Leicester  
visitleicester.info



## DISCOVER THE HEART OF ENGLAND LEICESTERSHIRE

*Uncover the story of a city and county with over 2,000 years of history where you are guaranteed a traditional 'taste' of England and a landscape of woodland and waterways perfect for gentle adventures.*

*Journey to the heart of England*  
englandswaterways.com

### 9. National Forest EBike Holidays

Relax and enjoy the journey on a luxury electric bike holiday in and around the beautiful National Forest. Perfect for gentle adventurers, our self-guided cycling holidays range from 2 to 7 nights. Prices include top quality electric bikes, lovely accommodation, detailed route to follow at your own pace, daily luggage transfer and local on-road support should you need a helping hand.



Untouched by mass tourism, the region is full of wonderful treasures to explore, including 2 heritage steam railways, 2 National Trust properties, the National Brewery centre, castles, the National Memorial Arboretum, glorious gardens, miles of tranquil canals, unspoilt market towns and fabulous countryside.

Accommodation is hand picked for comfort. It includes pubs, boutique hotels, luxury B&Bs and hotels. Most accommodation is in or close to a small town, with a range of dining options. We bring the electric bikes to your first hotel and ensure that it fits.

#### Highlights

- Have fun exploring the many sights in this unspoilt English countryside, at your own pace.
- Enjoy sampling some of our favourite places for a relaxing lunch or delicious afternoon tea.
- Delight in the peace as you pedal along the many tracks, canal towpaths and country lanes that crisscross the National Forest.

#### Experience details



Up to 6 people



2-7 nights



From £327.25

#### Parking facilities

Available FOC on request.

#### Accessibility

Please contact to discuss specific requirements.

#### Availability

All year, start any day. Advance booking required.

#### Languages

We speak French and German.

#### Contact information

##### National Forest EBike Holidays

Sue Jerham

info@ebikeholiday.co.uk

+44 (0)153 0417482

ebikeholiday.co.uk

### 11. Squirrel at Wellsborough

This rural venue offers an eclectic and engaging mix of experiences and workshops which can be booked as private parties or open bookings. Workshops and experiences include: Arm Knitting, Chocolate Making, Needlefelting, Bee Keeping, Floristry, Sausage Making and Photography Skills.



Escape the ordinary in the heart of Wellsborough and immerse yourself in the warm hospitality of this family run business.

#### Highlights

- Make your own chunky throw using your arms and 2kg of merino wool in 2hrs!!
- Try your hand at oil painting - it's like painting with butter!
- Work up an appetite with an authentic Asian cookery class - then eat the fruits of your labour!

#### Experience details



20 people



1-6 hours



From £22.50

#### Parking facilities

Free parking is available.

#### Accessibility

This venue is DDA compliant and has accessibility ramp, facility to park next to the ramp, double door and an accessible toilet.

#### Availability

Please check date availability with the venue - +44 (0)145 529 1695.

#### Languages

English.

#### Contact information

##### Squirrel At Wellsborough

Tony Gofley-Ward

tony@squirrelatwellsborough.co.uk

+44 (0)145 529 1695

squirrelatwellsborough.co.uk

# Discover... memories to last a lifetime

Regional relaxation, a magical West Midlands adventure... or perhaps a bit of both? The vast number of experiences across the region will leave visitors with a lifetime of memories.

Adrenaline junkies can get behind the wheel of the iconic Land Rover, manufactured right here in the heart of England, battling through steep hills and deep water for an unforgettable driving experience. For those seeking calmer ventures, the West Midlands waterways provide the perfect tranquil surroundings, which visitors can explore by traditional narrowboat or walking and cycling routes. Ideal for both day visits or for a relaxing mini break staying on or beside the beautiful canals.



## Experiences



### **Bear Grylls Adventure, Solithull**

The world's first Adventure Activity Centre inspired by Bear Grylls, home to 10 epic experiences and one actioned packed adventure.



### **National Forest Ebike tours, Leicestershire**

Relax and enjoy the journey on a luxury electric bike holiday in the beautiful National Forest, perfect for gentle adventures.

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## Did you know?



The West Midlands plays host to more miles of canals than Venice.



Iconic automotive brands like Jaguar Land Rover and Triumph were born in the West Midlands.

# BUSINESS TOURISM

- **Covid 19 impacting on development.** Delayed planned openings for larger meetings from at least October.
- **Business Tourism website** has been procured and design progressing well. Aligned to other place marketing websites.
- **Business Tourism Service Membership** – model developed to reflect market.
- **The Meetings Show** at Olympia intended launch in October 2020. Also attending CHS Birmingham - Corporate Hospitality Show in October.
- **Covid 19 business support** – sharing advice and support for Meetings industry with potential members.
- **Business Tourism Assistant post** – currently recruiting.



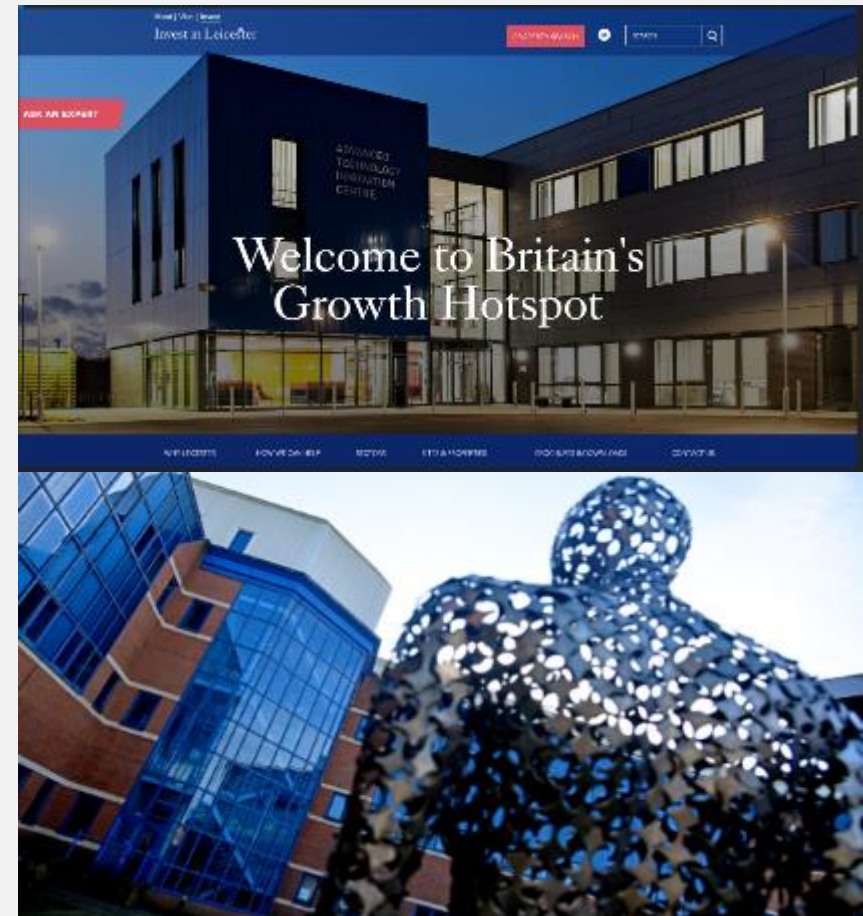
# INWARD INVESTMENT

- Business confidence impacted by Brexit, government elections, global economic challenges and now Covid-19.
- Increasingly important to engage and support existing businesses, while looking to attract new.
- Working alongside local councils, Leicester and Leicestershire Local Enterprise Partnership (LLEP) and the Growth Hub, Midlands Engine and Department for International Trade.
- Strengthened Team with Oliver Whittaker joining as County secondee.
- Handholding inward investment/business relocation enquiries
  - Maintaining up-to-date commercial site and premises database; Property and site selection support for businesses
  - Pro-actively reaching out to showcase Leicester and Leicestershire and attract investment

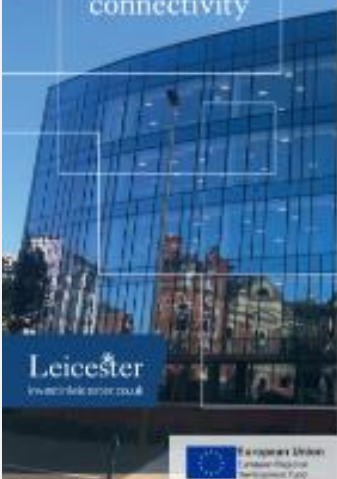


# INWARD INVESTMENT TOOLKIT

- Re-designing our Inward Investment website to be more client focused.
- Creating a new Inward Investment brochure, showcasing Leicester and Leicestershire's location and sectoral strengths and opportunities.
- A new 2020 strategic sites map highlighting key development and investment opportunities across Leicester and Leicestershire.
- New photographic images and video and written business / investment case studies.
- Sounding with Business Leaders.
- Soft launch with promotion at Leicester Business Festival and other virtual events.



Exciting opportunities built on global connectivity



Leicester  
investinleicester.co.uk



Our Support

Invest in Leicester offers you a first class experience supporting your business to scale and grow through:



Explore the opportunities by contacting the Invest in Leicester team:

+44 (0) 116 454 1220  
info@investinleicester.co.uk  
investinleicester.co.uk



# Leicester | Leicestershire

## The largest economy in the East Midlands...

...and a business investment hot spot

+44 (0) 116 454 1220 | info@investinleicester.co.uk | investinleicester.co.uk



**1 LAND WEST OF SNELLA NOR LANE, LEICESTER**

Site located on the east side of the city, close to the city centre and the M1. The site is a large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**2 CHARNWOOD CAMPUS ENTERPRISE ZONE & LEISURE SCIENCE OPPORTUNITY ZONE**

Enterprise Zone located on the edge of the city, close to the M1. The site is a large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**3 LUGBOROUGH UNIVERSITY SCIENCE & INNOVATION PARK (SUSIP)**

Site located on the edge of the city, close to the M1. The site is a large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**4 AIRFIELD BUSINESS PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**5 LAND AT AIRFIELD FARM**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**6 COMINGS POINT BUSINESS PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**7 LAND OFF MARLBOROUGH DRIVE, FLICKNEY**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**8 LUTTERWORTH EAST**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**9 MAGNA PARK, LUTTERWORTH**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**10 LEADERS FARM**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**11 FLAX BUSINESS PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**12 BAYWELL SITE - SUSTAINABLE URBAN EXTENSION**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**13 VEGA TECHNOLOGY PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**14 HINGLEY PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**15 WE'VE FORMED A PRODUCTIVE RELATIONSHIP WITH KEY LOCAL PARTNERS INCLUDING THE CITY AND COUNTY COUNCILS AND THEIR INWARD INVESTMENT TEAMS, HELPING US TO MAKE INFORMED DECISIONS AND HAVE A SEAMLESS EXPERIENCE WHEN INVESTING IN THE AREA.**

**AMAZON**  
Neil Williams, Community Relations Manager

**16 MOUNTBAY HARBOR**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**17 MUTTON COMMERCIAL PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**18 OLD DAJJI ENTERPRISE VILLAGE**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**19 FULFORD PARK BUSINESS PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**20 GARDON HILL**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**21 EAST MIDLANDS DISTRIBUTION CENTRE EMIC BUSINESS PARK**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**22 G-PARK ASSEY**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**23 HEALING EAST MIDLANDS AIRPORT**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

**24 LEICESTER HAS EXCELLENT ROAD, RAIL AND AIR TRANSPORT LINKS WHICH MEANS THAT IT IS PARTICULARLY SUITED TO GROWING AND MAINTAINING DOMESTIC AND INTERNATIONAL SALES AND SUPPLY CHAINS.**

**NYLACAST**  
Mr Muneer Mohamed, Group CEO

**25 LEGGO LOGISTICS PARK EAST MIDLANDS GATEWAY**

Large, flat area of land, suitable for a wide range of commercial and industrial uses. It is well-served by public transport and has excellent access to the M1 and the city centre.

# A great place for business

## Fast facts

- ✓ A £25.9 billion economy – the largest in the East Midlands
- ✓ Over 500,000 jobs and over 42,000 trading businesses in the city and county
- ✓ Tenth largest city in England – population of 355,218
- ✓ Over 1 million population in the city and county
- ✓ Ranked one of the best places to start a business in the UK – and only to London in 2019
- ✓ Young and rapidly growing population with 26% 16-29 year olds – well above the national average
- ✓ Home to three leading universities, 60,000 university students and 15,000 high-quality graduates yearly

# Leicester | Leicestershire

# One of the UK's fastest growing cities

## ...and a business investment hot spot

One of Britain's most attractive and cost effective places to develop, own or lease commercial property.



## Global Connectivity


Explore the opportunities by contacting the Invest in Leicester team:

+44 (0) 116 454 1320  
info@investinleicester.co.uk  
investinleicester.co.uk

Invest in Leicester



### 1 OPTIMUS POINT

Optimus Point is one of the most located warehouse distribution and fulfilment centres in the UK, situated near the M1 Corby. The M1 Corby is an excellent strategic location and offers excellent transport links to other major UK cities. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



### 2 ENERGY LOGISTICS HUB

Energy Logistics Hub offers a unique combination of warehouse and logistics services. The site is located near the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



### 3 WHITTON MEADOWS

Whitton Meadows is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.

### 4 ASHTON GREEN - SUSTAINABLE URBAN EXTENSION

Ashton Green is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



### 5 GOLDEN GATE, BELGRAVE PARK

Golden Gate, Belgrave Park is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



### 6 WHITTE INDUSTRIAL ESTATE

Whitte Industrial Estate is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.

### 7 LEICESTER DISTRIBUTION PARK (LEDP)

Leicester Distribution Park (LEDP) is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



### 8 THORPUBURY DEVELOPMENT

Thorpebury Development is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



### 9 PIONEER PARK - ENTERPRISE ZONE

Pioneer Park - Enterprise Zone is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



"We came here because of the high quality workers and because the business community wants to work together to help each other and to grow the city."

**IBM**  
Bernard Szarech, Chief Executive

**10 SPACE PARK LEICESTER - ENTERPRISE ZONE**

Space Park Leicester is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



**11 WATERLOO OFFICES - ENTERPRISE ZONE**

Waterloo Offices - Enterprise Zone is a large office building located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



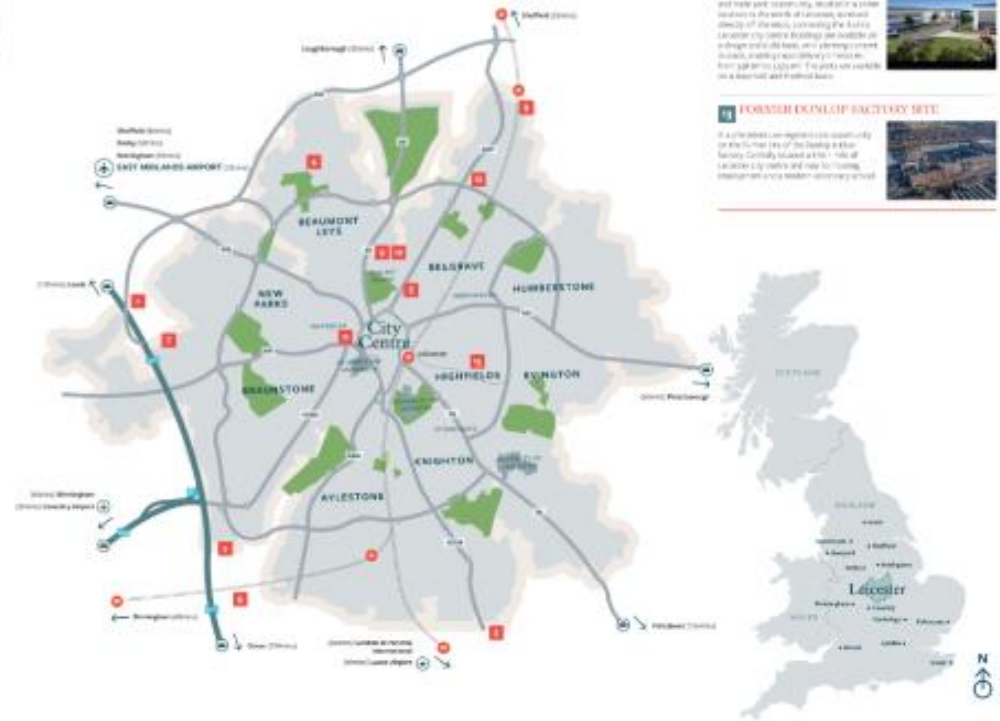
**12 TROON PARK**

Troon Park is a large industrial estate located near the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby. The site is also close to the M1 Corby, offering excellent access to the M1 Corby.



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Leicester and Leicestershire is home to major international organisations



investinleicester.co.uk Enterprise Zone - offers financial incentives and simplified planning

Leicester City Council intends to publish its draft Local Plan for consultation in early 2020. The council's adopted and emerging planning policy can be found at: www.leicester.gov.uk/about-us/council/policies-plans-and-strategies/our-legal-framework/

# LINKEDIN PROMOTION

- Cost effective way of communicating positive business impressions.
- Over 1,310 'connections' have been established to help promote and raise awareness of business confidence and investment.
- 81 articles either shared or created – circa 6 per month
- Over 87,800 page views
- Site specific opportunities showcased to drive traffic to Inward Investment website



# INWARD INVESTMENT

- Inward Investment group established involving all districts and Department for International Trade (DIT)
  - More joined up approach
- Secured funding from DIT to deliver a Key Account Management project to support the growth of foreign-owned businesses from March 2020, with the appointment of Salma Manzoor to lead the project.
- Developed Space industry High Potential Opportunity proposition with DIT to signpost international investment and grow the sector.
- High Potential Opportunity propositions now starting development for:-
  - Life Sciences – Rehabilitation – Leicester and Leicestershire
  - Connected & Autonomous Vehicles – across 5 LEP areas, including LLEP.

**Mark Oakley**

**Director of Inward Investment and Place Marketing**

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**0116 454 3840**

**07849 079482**